



**BEN
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EXPRESS

FAQs



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OVERVIEW & STRATEGY

1. What is Benson Express?

Unlimited, on-demand designer templates for all your communication needs. Benson Express is an online marketing program that allows users to quickly and easily design, customize, and share communications. Create beautiful designs with easy-to-edit features and hundreds of professional templates built for the apartment industry. Choose from hundreds of images or upload your own! Plus, enjoy the brand controls your organization deserves. Compliment your existing lead tracking solutions, email programs, and social media initiatives with a 24/7 content creation engine, all within your Benson Marketing Store.

2. What are the benefits of Benson Express?



Fast & Easy

Intuitive-powered by advanced technology, yet easy to use with little training



Save Money

No agency retainer & no contracted designer fees!



Save Time

Improve your speed to market with instant delivery of quality pieces in less than 5 minutes; available on-demand 24/7



Boost Effectiveness

More effective prospect & resident communications



Protect Brand Standards

Improved brand quality with transparent controls & oversight



Centralized

Single sign-on within your Benson Marketing Store

3. What makes Benson Express different than similar service offerings?

The primary six (6) elements that are uniquely different than alternative solutions are:

- **B2B:** A true business-to-business, enterprise solution offering freedom with your approved framework, plus all the necessary corporate transparency and reporting tools. Enjoy master user dashboards for corporate oversight or to simply build a campaign on a property's behalf. Better insights mean better opportunities to scale best practices.
- **One-Stop Shop:** Single sign-on integration with your existing Benson centralized marketing store and dedicated Account Team. Automatically pre-populates property contact info.
- **Strategy Companion:** Compliment your existing lead tracking solutions, email systems, and social media platforms with a 24/7 content creation engine. Or, simply deactivate what you don't need.
- **Fully Customizable:** Take advantage of the option to upgrade to a Custom Express program! Completely customize categories, designs, and campaigns based on your brand standards and programs.
- **Industry-Specific:** Unlike other solutions, Benson Express is completely tailored to the apartment industry, ensuring categories and templates are built for apartment operations.
- **Flexible Agreement:** No long-term contract required. Cancel at any time!



4. Does Benson offer a “Client Sales Sheet” or any sales tools to support discussions with third-party clients, owners, or other executive/marketing contacts regarding enterprise benefits?

Yes, view the **Client Sales Guide** located within the “Benson Express: Learn More” category. Additionally, contact your Account Team for custom tools, demos, and resources based on your specific needs.

5. How can I learn more about Benson Express?

View more information in the “Benson Express: Learn More” category of your existing Benson Marketing Store. Or:

1. View the 3-Minute [Product Overview Video](#)
2. Download the [e-Brochure](#)
3. Schedule a Live Demo with your Account Manager



PRICING, CONTRACT & BILLING

1. What is the cost and contract terms for Benson Express?

Signing up is fast and easy. Benson offers two subscription types: standard or custom. See below price chart for details.

Annual Subscription

FEATURE	BENSON EXPRESS	CUSTOM EXPRESS
One-Time User Set-up		\$399
Monthly Fee	\$89	\$89
Express PDF Downloads	Unlimited	Unlimited
Express Share	Share to Facebook	Included
Express Email	10,000 Emails/Quarter	10,000 Emails/Quarter
Communication Templates	500+	Includes Benson Express
Store Integration/Single Sign-On	Included	Included
Image Galleries	Included	Included
Upload Property-Specific Image Galleries	Upload images to Your Google Drive	Upload images to Your Google Drive
Custom Programming	Not Available	One Time Setup Fee: \$1,499
Custom Templates	Not Available	Starting at \$279 Per Template
*Administrative Dashboard	\$1,250 Annually	\$1,250 Annually

*Up to 10 Master Users, Unlimited Reports, Store Integration / Single Sign-On

2. Can you cancel your subscription at any time?

Yes, simply notify your account team with a minimum written notice of 72-business hours. Exceptions are permitted for property dispositions and management changes.

3. How do credit holds affect Benson Express?

If a property has unpaid balances after 90 days, the same credit hold service suspension rules apply to Benson Express. Access will be temporarily disabled until the credit hold is lifted. Any time a property's service is suspending, all history will also be removed and not restorable as a part of the deactivation.

4. How quickly can Benson Express be implemented?

Launching is easy with no or low ramp-up time.

- Benson Express (standard)- within 1 business day
- Benson Express (custom)- quoted timeline; varies based on scope

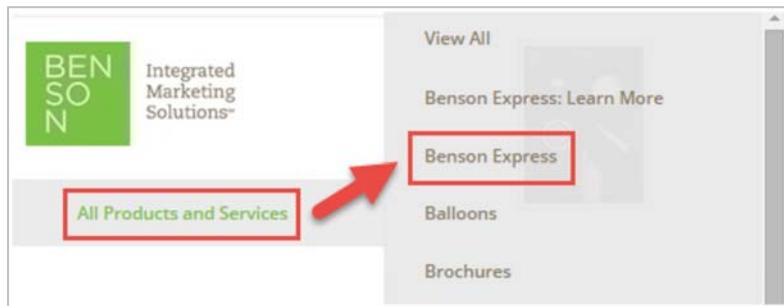


LOG-IN & ADMIN SUPPORT

1. How do I log-in?

Once you are enrolled in Benson Express, the “Benson Express: Learn More” option will be removed and the “Benson Express” option will be added to the menu. To use the Benson Express service, log on to your Benson Online Marketing Store and choose the “Benson Express” category under Products and Services.

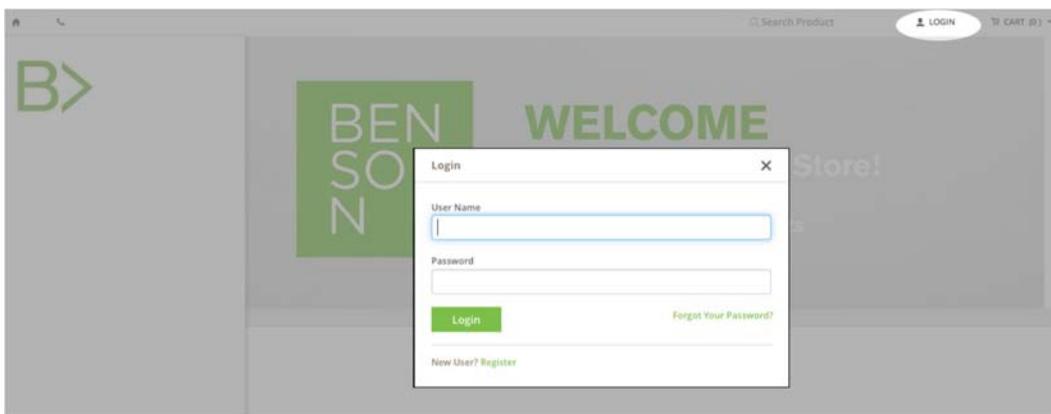
Always log-in using the link on the store; **do not bookmark the address.**



2. How do I reset my password?

Benson Express is a single sign-on (SSO) system inside your Benson Marketing Store, so no additional credentials are required. If you do not know your username and/or password to your Benson Marketing Store, you can recover following the “Forgot Password” prompts, or contact Benson:

- Phone: 800.737.4434
- Email: logonhelp@yourbenson.com
- Account Team: or contact your Account Team directly



3. I'm new to Benson Express. How and when will I receive my credentials?

Access is granted inside your existing Benson Marketing Store, generally within one (1) business day from your request for activation. No additional credentials are required. An email notice will be provided upon activation. Once you are enrolled in Benson Express, the “Benson Express: Learn More” option will be removed and the “Benson Express” option will be added to the menu. To use the Benson Express service, log on to your Benson Online Marketing Store and choose the “Benson Express” option under Products and Services.

TOP 10 FAQs & COMMON MISTAKES TO AVOID

1. Unique Campaign Names

All campaigns must be titled with a unique name. You cannot duplicate names as all history and reporting is managed by the campaign name.

2. Store Access vs. Bookmark

Always access Benson Express from inside your Benson Marketing Store. Do not save the Benson Express URL as a bookmark.

3. Special Characters

Do not use special characters (e.g. %&*#!) in the naming conventions of your image files.

4. Acceptable File Types

Acceptable image files include JPG, PDF, and PNG.

NOTE: Apple's iPhone and iPad take photos in a high-efficiency format that Windows does not natively support. HEIC (high efficiency image file format) files cannot be directly uploaded but can be converted to a JPG.

5. Copyrights

Do not use image files when you do not own the copyrights to the image, including images downloaded from the internet or from a third-party.

6. Compatible Browsers

The preferred browser is Chrome or Firefox. Internet Explorer (IE) is not recommended.

7. Reset vs. Back

The “reset” button is NOT a “back” or “undo” button. It resets to the default which will commonly clear a template. Similarly, when you delete a campaign, it along with the history and reporting is *permanently* deleted.

8. One-at-a-Time

Only have one campaign in progress at a time. Having multiple tabs open with unique campaigns will create issues.

9. Text Editing

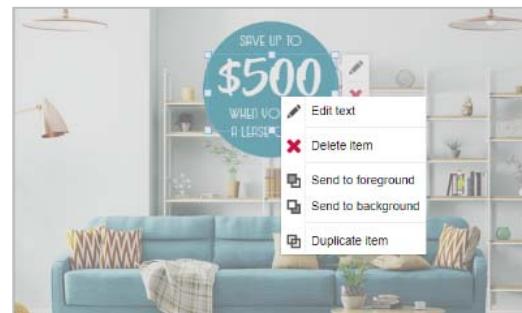
Click on the “pencil” icon to edit, then highlight the text you want to edit before editing. If you are ever typing and nothing is happening, remember to select what you want to edit.

10. Google Drive

To use images from Google Drive, you must be logged in first. Remember, Google Drive is a separate system, so you must log-in to Google Drive prior to launching Benson Express.

Bonus Advanced Shortcut

Save time and simply *right click* on the text box to quickly and easily edit text, delete, duplicate, or send to background/foreground.





TEMPLATE DESIGN & REPORTING

1. How do I find the right template for me? How are templates organized?

Benson Express makes it easy to find the right template based on your prospect and resident needs.

- First, select your category based on the communication type. If you are subscribed to the standard, non-customized version of Benson Express, you will see twelve (12+) categories on your main dashboard. If you have a custom system, your categories are defined by your organization.
- Then drill down based on the subject matter of your template. If you need a flyer for outreach marketing efforts for featured floor plan type or leasing incentive, select "Outreach." Some categories, like Maintenance, Resident Events, and Themed Templates have sub-categories to make it even easier to get exactly what you need.

The screenshot shows the 'Template Categories' page. The left sidebar lists various categories: Dashboard, Direct reports, My Contacts, My Campaigns, and Templates. Under 'Templates', there are sub-options: New Custom Templates, COVID-19, Goodlers, Maintenance, Newsletter & Calendars, Outreach, Referral, Resident Events, Revenue Generating, Rules and Compliance, Social Media Graphics, and Themed Templates. The main content area displays a grid of 12 icons representing different template types: NEW custom templates, COVID-19, goodlers, maintenance, newsletter + calendar, outreach, referral, resident events, revenue generating, rules + compliance, social media, and themed.

2. Can you load customized templates, including a property/company-specific flyer or social graphic?

Yes, the system includes hundreds of templates with new templates added regularly.

- For future editable use, it depends on your subscription type:
 - Custom Benson Express: Yes
 - Standard Benson Express: No, but you can add it for a fee!
- For use with the email or social media system: Yes, simply use the subcategory template option labeled "Blank Template- Upload your own full-page PDF," regardless of your subscription type.

The screenshot shows the 'Templates' page. The left sidebar lists categories: Dashboard, Direct reports, My Contacts, My Campaigns, and Templates. Under 'Templates', there are sub-options: New Custom Templates, COVID-19, Goodlers, Maintenance, Newsletter & Calendars, Outreach, Referral, Resident Events, Revenue Generating, Rules and Compliance, Social Media Graphics, and Themed Templates. In the center, there is a call-to-action button: 'Upload your own Full-Page PDF' with the label '*Blank Template'. Below this, a grid of 18 'Leasing Offer Design' templates is displayed, each with a preview image and a file size (e.g., [S1], [S2]).



3. What are the standard template categories and sub-categories?

1. New (most recently added)
2. Featured Categories (ex. COVID-19)
3. Geofilters
4. Maintenance
 - Amenity Closure
 - Freeze Warning
 - Maintenance at Work
 - Out of Order
 - Parking Lot Repairs
 - Pressure Washing
 - Preventative
 - Weather Warning
 - Wet Paint
5. Newsletters & Calendars
6. Outreach
7. Referral
8. Resident Events
 - Food and Drink Events
 - Generic Events
 - Holiday Events
 - Pet Events
 - Sport Events
9. Revenue Generating
10. Rules & Compliance
11. Social Media Graphics
12. Themed Templates
 - Beach-Themed
 - Fitness-Themed
 - Mountain/Outdoor-Themed
 - Patriotic-Themed
 - Welcome Home-Themed
 - Wine-Themed
 - Winter-Themed

4. What reporting is available for prior campaigns of any type?

All historical performance is available under "My Campaigns." There you can see the total number of campaigns created, creation dates and times, as well as statistics specific to the Email Marketing and Social Sharing functionality. You can also search for a specific prior campaign by using the search bar. "Download" functionality is available in the Master User Dashboard only.

5. How can you "undo" a mistake? Is the "reset" button the same thing as a "back" button?

The "control + Z" command can be used for text edits. No, there is no "back" or "previous" button. The "reset" button is NOT a "back" or "undo" button. It resets to the default which will commonly clear a template. Similarly, when you delete a campaign, it along with the history and reporting is *permanently deleted*.

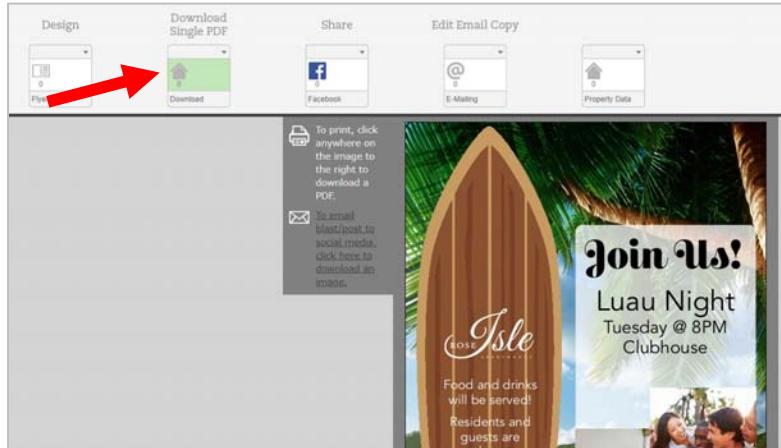
6. Can you work on two campaigns at once?

No. To ensure all linked images and analytics are properly tied to each single template, the system cannot process more than one active design at a time. Multiple active templates will encounter errors that may result in a corrupt file.



7. How do you download or print?

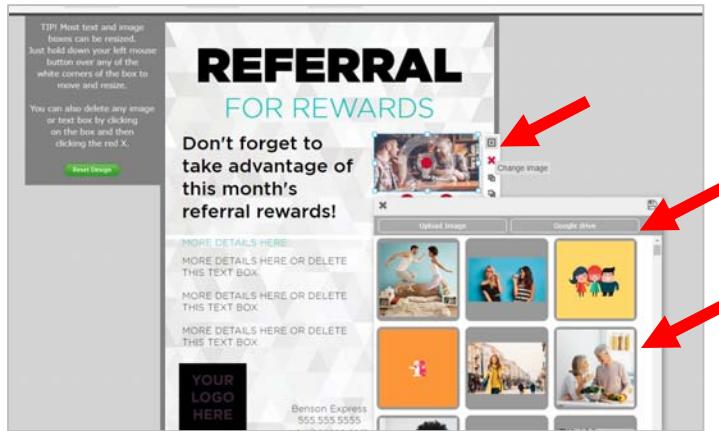
Select the “Download Single PDF” button. To print, click anywhere on the image to download a PDF.



8. How do you change photos?

Select the image > “Change Image” > then you have three (3) options:

- Choose from the available gallery displayed below. Images vary by template type and category. Every template has different options.
- Upload your own image
- Use an image from Google Drive



9. What types of images are accepted for upload?

Acceptable image files include JPG, PDF, and PNG. Apple's iPhone and iPad take photos in a high-efficiency format that Windows does not natively support. HEIC (high efficiency image file format) files cannot be directly uploaded but can be converted to a JPG.

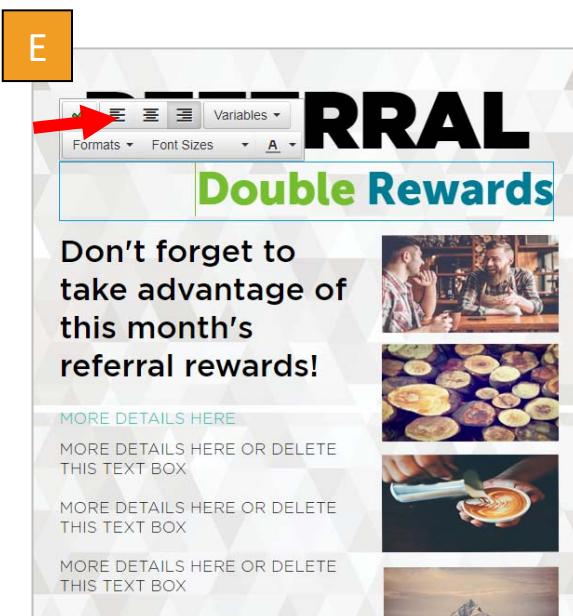
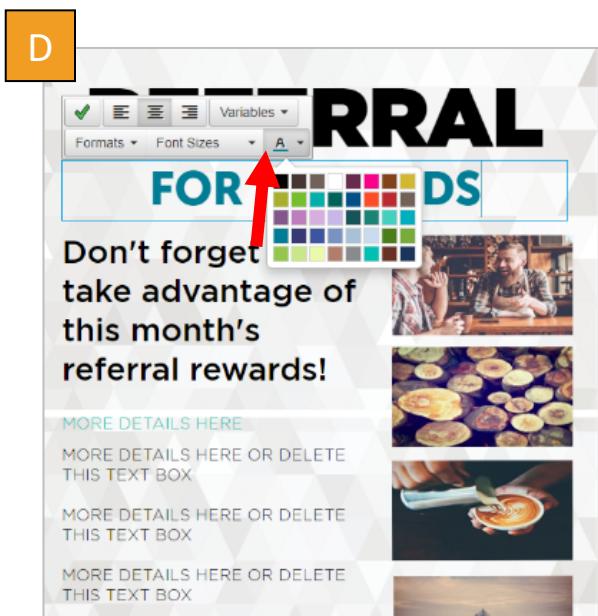
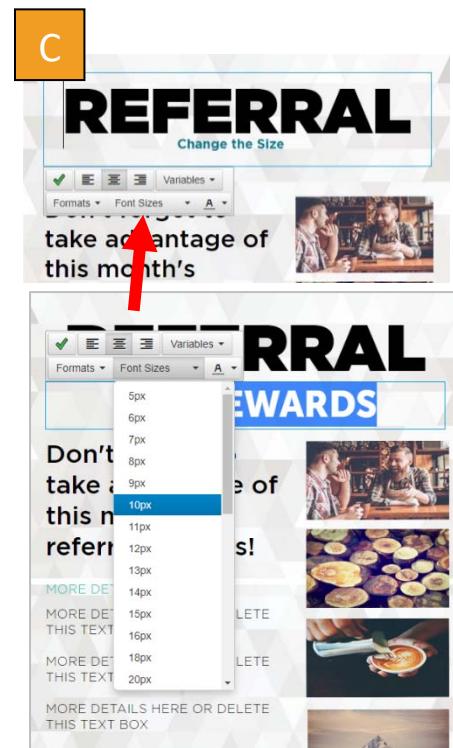
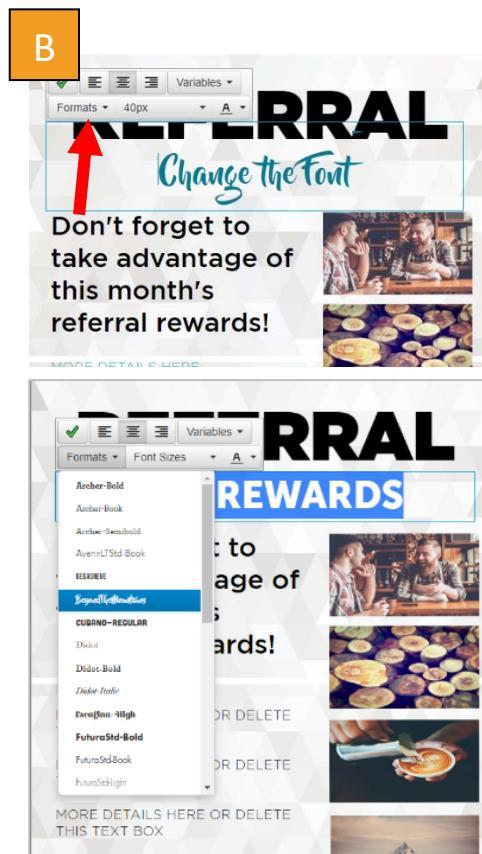
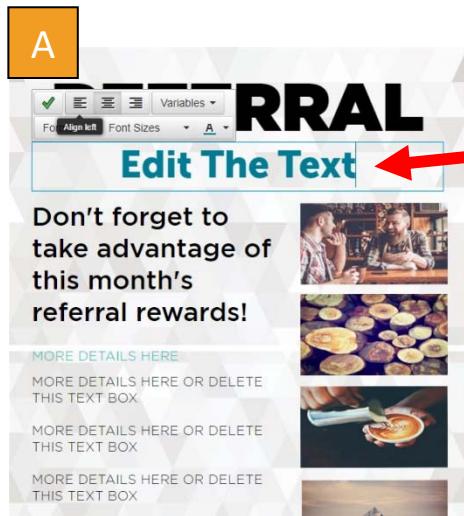
10. Can I use an image that I do not own the copyrights to?

No. Additionally, you may encounter an error when trying to download unapproved or digitally watermarked files. It is the client's responsibility to manage the copyrights of client-uploaded files.



11. How do you customize the text (font style, font size, font color) or alignment?

Select the “pencil” editor icon to edit text > highlight the text you want to edit > then use the drop down menus to change the A) text or copy by typing new text, B) font style by selecting the new font from the “Formats” drop down menu, C) text size by selecting the “Font Sizes” drop down menu, D) color by the selecting the color picker icon (the underlined “A”), or E) alignment (left, center, or right align) by selecting the alignment options in the editor.



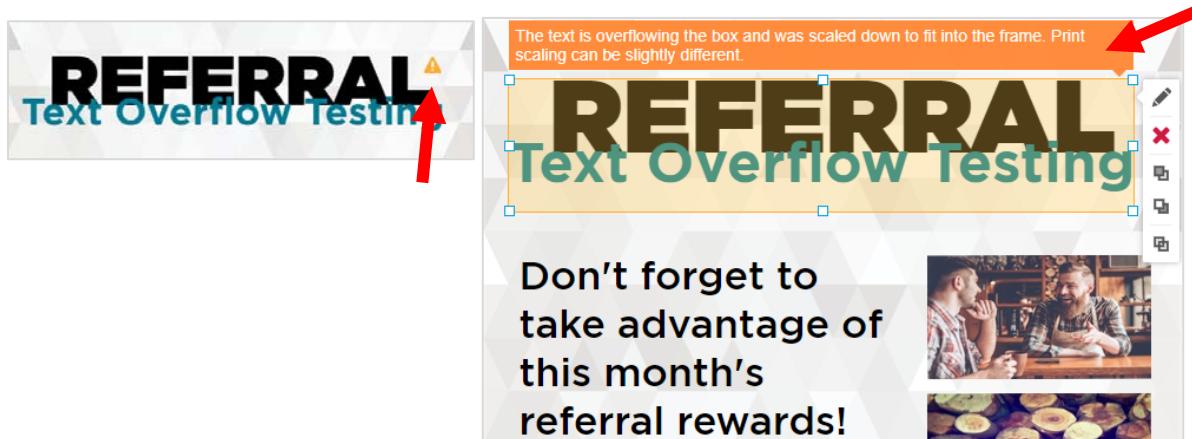


12. **Are all colors and fonts available on all templates?**

No. There are over 40 text color options and over 35 font options, with new options added regularly. A wide variety of options are available for each and vary based on the template and/or brand standards for custom programs.

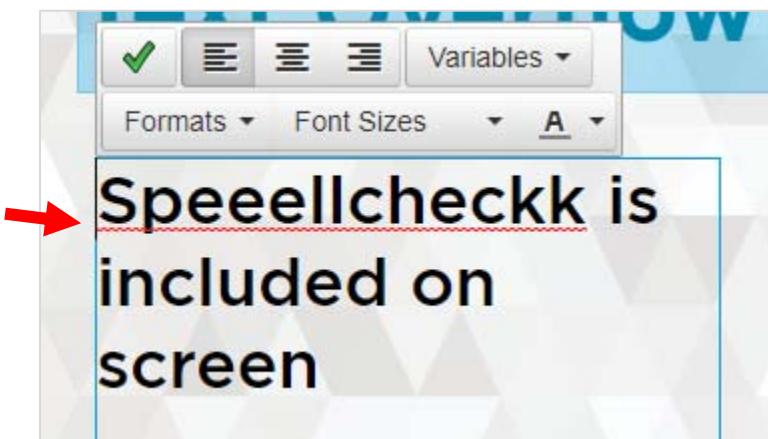
13. **What is a “text overflow” error and how do I correct it?**

If the text is too large or too long for the text box, you will see a yellow caution triangle to alert you that the text is overflowing. That means you may want to revisit this area to ensure optimal design and legibility. The system will automatically attempt to scale down to fit the frame, but depending on the design and message, it may require manual adjustment. Anytime you see this alert, we recommend you take a closer look to ensure your design is as intended.



14. **Is spellcheck included?**

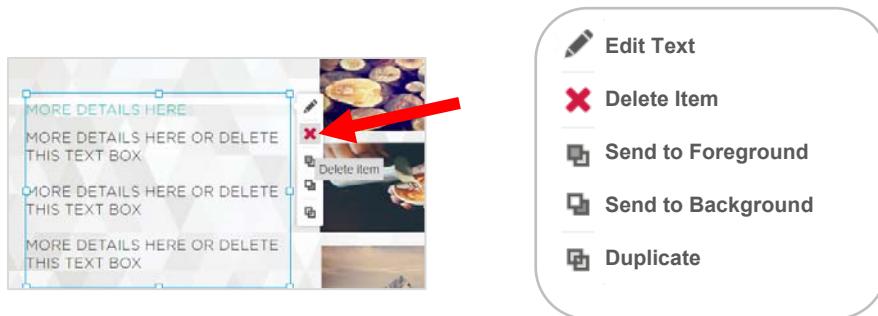
Yes, spellcheck is included while in text editor mode and works just like any Microsoft program, underlining any areas of concern as shown below. You can “right click” to look up synonyms or to adjust to the recommended spelling. Once you close out the editor, the spellcheck functionality will deactivate. Proof carefully! If you do make an error, you can always re-open the campaign and edit again as needed.



15. If I do not need a text box or photo where it's pre-loaded on a template, can I remove it? Can I duplicate an item?

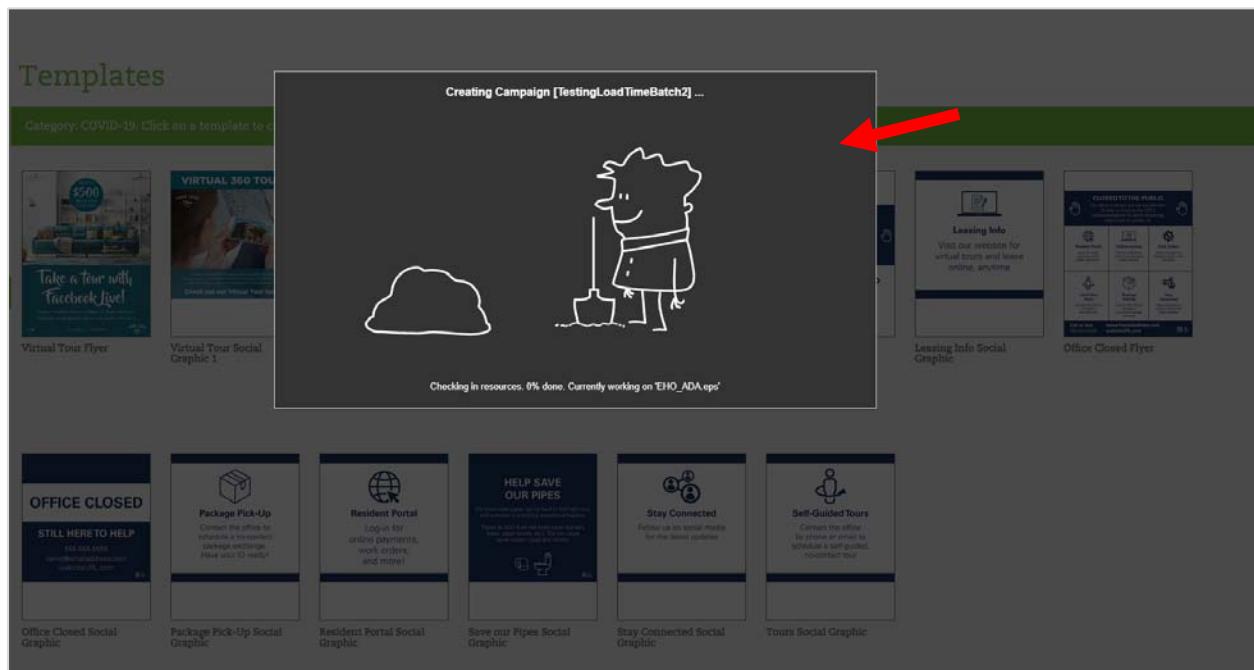
Yes and yes! Simply select the object in question and select the red "x" to delete the item.

Similarly, select the bottom duplicate boxes to copy. In this same menu, the middle two icons allow you to move the object to the background or foreground.



16. What is the average load time to launch Benson Express or a new template?

- Benson Express is a single sign-on from within your Benson Marketing Store, loading generally in less than two seconds, varying based on internet download speeds.
- When opening a template, it is common to see an animation (shown below) while the template, graphics, and images are loading. Your property contact information is also being pre-populated for you during this time. It is normal for this process to take approximately 20-25 seconds.



17. What is Google Drive?

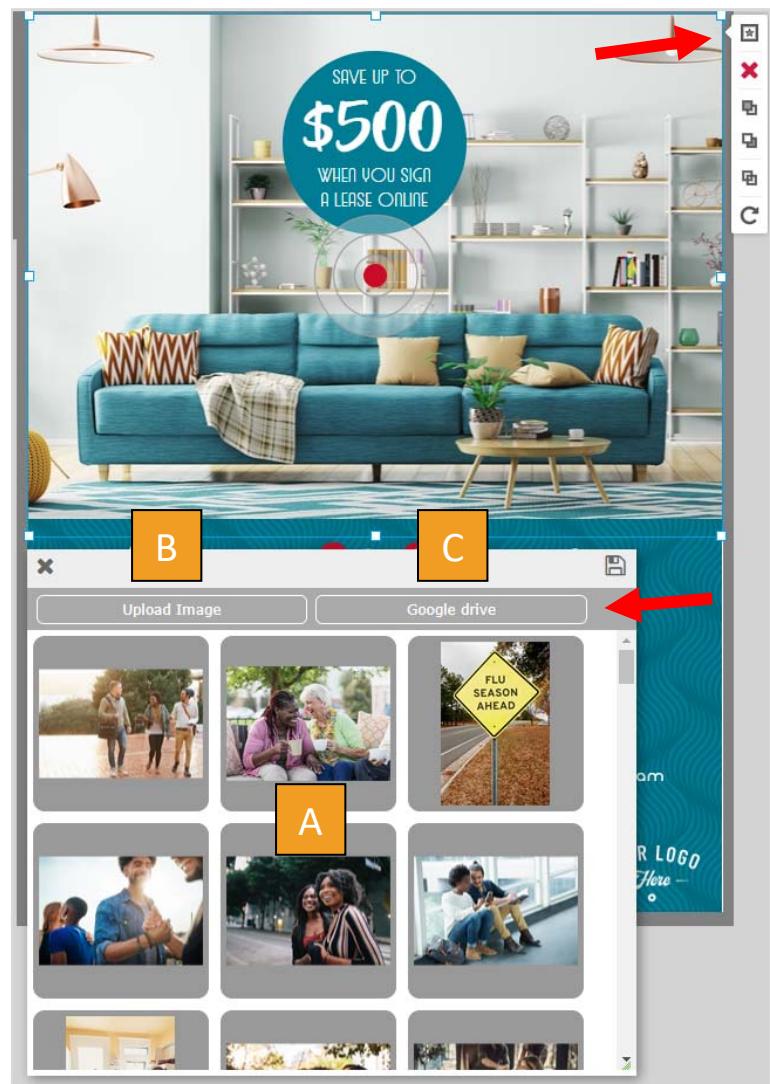
Google Drive is a file storage and synchronization service developed by Google. It allows users to store files on their services, synchronize files across devices, and share files. If your property or company uses or wants to use Google Drive, you can easily integrate with Benson Express to make accessing your existing digital assets quick and simple. Your Google Drive is *yours*, meaning Benson does not have access to it nor can Benson manage it for you, including your credentials.



18. If I am using Google Drive to access my custom images, what are the steps?

Using Google Drive is just like accessing files from your local machine and works seamlessly with the photo picker. Here's how it works:

- ✓ **Log-in to your Google Drive.** If you have a personal drive, be sure you are logged out of that Google Account first. Your internet browser will automatically connect to whatever you were previously logged in to. You must be logged in for your images to appear.
- ✓ **Log-in to Benson Express.** Design your template just like normal. When you are ready to edit the image select the “Change Image” icon.
- ✓ **Upload Photo.** There are always three ways to pick your photo:
 - A. **Use the Provided Image Gallery-** each template is pre-loaded with a variety of lifestyle photo options
 - B. **Upload Image-** upload your own image from your desktop
 - C. **Google Drive-** select a photo from your Google Drive





19. How do I get access to my Google Drive account or reset my credentials? Do I have a Google Drive account?

We recommend consulting with your organization's Marketing or Sales team to determine if it already has or wants to create a Google Drive account. Your Google Drive is *yours*, meaning Benson does not have access to it nor can Benson manage it for you, including your credentials. We recommend you follow your organization's best practices on password resets.

20. Can you upload your own photo or image?

Yes, you upload from your local machine's files (ex. your desktop or pictures folder), or upload from Google Drive.

21. Can a completed campaign be accessed or duplicated later? Why would I ever need to copy a campaign?

Yes, saved or completed past campaigns can be accessed and duplicated at any time. This is a great time-saver for communications that are often repeated OR are similar with minor edits. It allows you to use a completed prior communication, then create a fresh template from it with customization and without the prior reporting history.

Visit the "My Campaigns" navigation point, select the campaign of interest, then simply select "Copy." Then create a unique name and customize as needed.

The screenshot shows the 'My Campaigns' page of the Benson Express platform. The left sidebar includes links for Dashboard, Direct reports, My Contacts, My Campaigns (which is highlighted with a green background), Templates, New Custom Templates, COVID-19, Geofilters, Maintenance, Newsletter & Calendars, Outreach, and Referral. The main content area displays a campaign titled 'TestingLoadTimeBatch2' created on April 12, 2020. It shows engagement statistics: 0 Engaged, 0 Responded, and 0 Completed. Below the stats are three time-based filters: Today, This Week, and This Month. At the bottom of the main area are buttons for Customize, Start, Statistics, Delete, and Copy (which is highlighted with a red arrow). Above the main content area is a green banner with the text 'Just click on the campaigns to see analytics and customize them'.

22. Does my work automatically save?

Yes, all work is automatically being saved. That is why you will not see a "save" button within Benson Express. Need to access a file you were not able to finish for any reason? There are two ways:

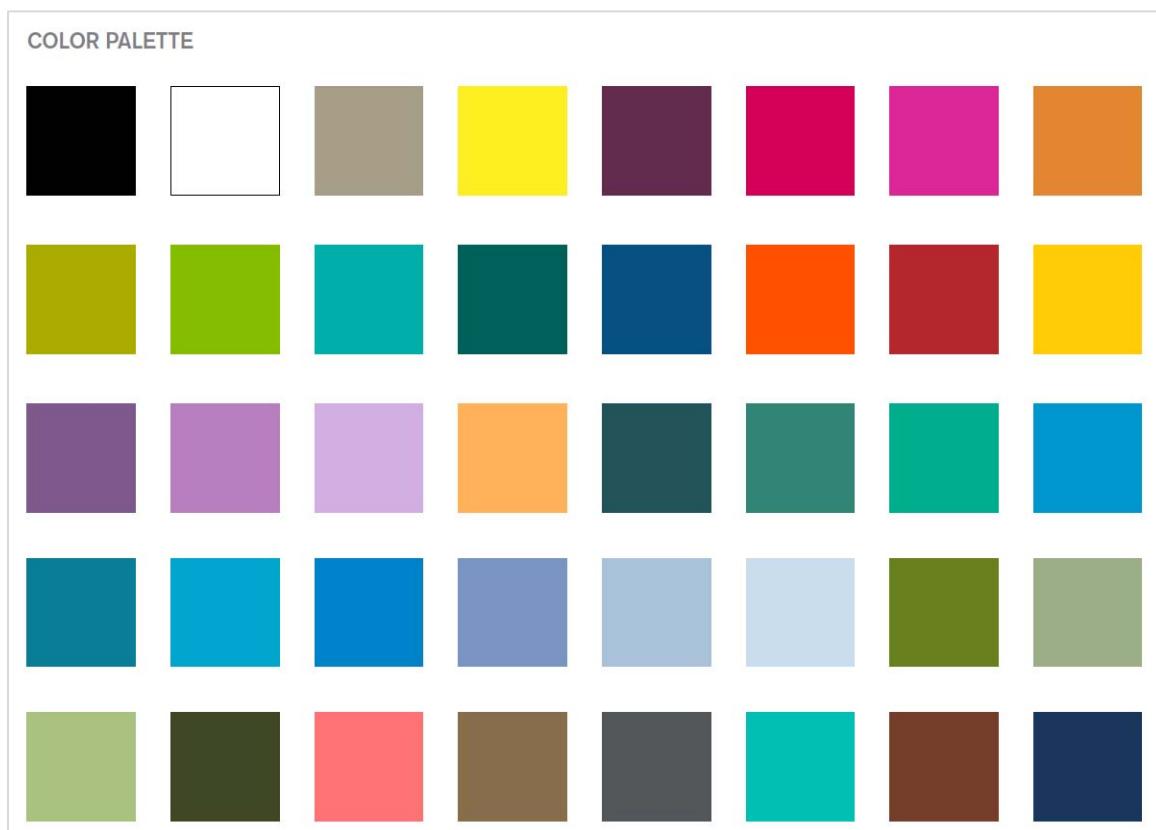
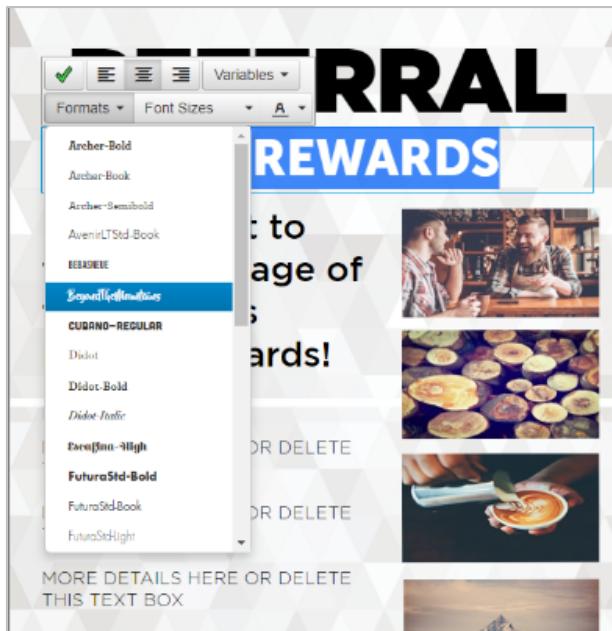
- 1) Open the same template and your work will appear as you left it
- 2) Or select "My Campaigns" to view all, select the campaign of interest, then customize as needed

23. What is the difference between "Custom Web-to-Print" and "Benson Express?"

- Benson Express refers to the online marketing program that allows users to quickly and easily design, customize, and share communications from pre-designed, *digital* communication templates, including flyers and social graphics.
- Benson's Custom Web-to-Print program powers editable, on-demand customization of *tangible* goods like promotional products, printed materials, signage, or apparel. Straight from web to print!

24. Is there a library of fonts and images I can use in my campaigns?

Yes, fonts and stock images vary per template type and are available in the editor of every template.





25. Are there any icons available?

Yes, there are over 300 icons available, including 100+ one-color black icons, 100+ one-color white icons, and 100+ full-color icons available, plus new options are available every quarter. Below is a small sampling of the Q1 2020 additions, as an example.



26. Can I add a personalized or branded logo or image gallery to templates?

No, but you can use the upload function or Google Drive to add your images.

27. What if I don't see a template layout that works for my specific message within a category? Can I customize any layout in any category?

Yes, absolutely! Any template can be used for any message, even if it does not traditionally fit the category. For example, if you see a Pet Event template that works best for your Outreach Marketing message (perhaps you prefer the photos sizing or text box layout), you can update the image and copy as you see fit.

Remember, templates are organized based on the most used layouts and common apartment management categories, like Maintenance or Calendars. This pre-sorting feature is to provide a time-saving feature based on the most common uses and to keep you from having to sort through hundreds of layout options.

You may want or prefer a layout in a different category to maximize your message. Feel free to mix-and-match to generate thousands of possibilities!



CALENDARS & NEWSLETTERS

1. Am I able to produce custom community newsletters?

Yes, templates are available under the “Newsletters & Calendars” category.

The screenshot shows the Benson Express software interface. At the top left is the 'BEN SON EXPRESS' logo. Below it is a sidebar with navigation links: Dashboard, Direct reports, My Contacts, My Campaigns, and Templates. Under Templates, there are sub-links: New Custom Templates, COVID-19, Geofilters, Maintenance, Newsletter & Calendars, Outreach, Referral, and Resident Events. The main area is titled 'Template Categories' with a sub-instruction 'Select a category to see the available templates'. It displays a grid of icons representing different template types. The 'Newsletter + calendar' icon, which is a document with a calendar icon, has a red arrow pointing to it from the bottom right.

2. Am I able to create custom community or resident event monthly calendars?

Yes, weekly and monthly activity and event calendars are available in a variety of styles within the “Newsletters & Calendars” category.

The screenshot shows the Benson Express software interface. At the top left is the 'BEN SON EXPRESS' logo. Below it is a sidebar with navigation links: Dashboard, Direct reports, My Contacts, My Campaigns, and Templates. Under Templates, there are sub-links: New Custom Templates, COVID-19, Geofilters. The main area is titled 'Templates' with a sub-instruction 'Category: Newsletter & Calendars. Click on a template to create a new campaign'. It displays a grid of five preview cards for different newsletter and calendar templates. The first two are 'Calendar Design A' and 'Calendar Design B'. The next three are 'Flyer 20-09', 'Property Newsletter A', and 'Property Newsletter B'. A red arrow points to the 'Category' header.



PROFESSIONAL PRINTING

1. Can Benson print a communication made inside Benson Express? What are the steps to order a print?

Yes, absolutely! There are two ways to order:

- 1) Download and send to account team via email
- 2) Or contact your Account Team and they can download/manage for you.

2. What are the set-up and production fees?

As a client-supplied art file, you will enjoy \$0 for art or set-up fees*, and Benson's everyday-low pricing for print production. Pricing will vary based on quantity and desired paper type. An example pricing chart is below as of April 2020. Contact your Account Team for current pricing and more details.

One-Sided, Color, Matte Finish		One-Sided, Color, Glossy Finish	
8.5x11 – 4/0 – 100# Uncoated Text	Estimate: 592401	8.5x11 – 4/0 – 100# Uncoated Cover	Estimate: 592461
100 – \$90.00		100 – \$93.00	
200 – \$102.00		200 – \$106.00	
300 – \$109.00		300 – \$118.00	
400 – \$122.00		400 – \$134.00	
500 – \$135.00		500 – \$150.00	
750 - \$154.00		750 - \$176.00	
1000 - \$174.00		1000 - \$204.00	

*Limited to no bleeds. If added full-color page bleeds, set-up fees may apply.

3. Can Benson take a design made in Benson Express and scale to a campaign?

Contact your Account Team to review your specific vision and the types of products you need.



EMAIL FUNCTIONALITY & REPORTING

1. Does Benson Express integrate with RealPage, Yardi, or any other Property Management Software (PMS)?

It is possible, pending your exact specifications, but requires an extra fee from the PMS. Options are:

- MANUAL UPLOAD: Users can download lists from their system and upload to Benson Express at no cost.
- AUTOMATIC INTEGRATION: For direct integration, most PMS providers require extra fees for custom digital integration. Please contact your Account Manager for more information for your specific company.

2. My company already uses a third-party program to manage email marketing and analytics. Can I still use Benson Express to create images for my emails?

Yes, absolutely! You can use Benson Express to create graphics when needed and send via your normal protocols. Most third-party systems for email marketing can help with list management, drip campaigns, reporting, and analytics, but will not help with content or graphic creation. Benson Express is the perfect companion tool for your existing system. If you use a separate email platform, simply download PNG or PDF files from Benson Express and upload with your tool of choice. The email marketing option on your Benson Express dashboard can be "hidden" upon request. Additional fees may apply.

3. What is the CAN-SPAM Act of 2003? Is the email functionality of Benson Express compliant?

- The CAN-SPAM Act, a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.
- Yes, Benson Express includes the elements each user needs to follow the rules set forth by the Federal Trade Commission (FTC) by including an unsubscribe or opt-out function. Additionally, contact information is pre-populated. Clients are responsible for managing their use of the program, including the recipient lists they upload as well as the content they are creating, including header information, subject lines, etc.
- [Learn more by clicking here.](#)

4. Can contacts unsubscribe? Where is the data available?

Yes, contacts can unsubscribe from any email. Recipients will always see an "unsubscribe" button at the bottom of every email you send. When selected, they *immediately* unsubscribe from future emails from you. Unsubscribe data is available by selecting "My Contacts," then hover over the "No Filter" button. Select the option from the drop-down menu of "Predefined Filter," then click "Unsubscriber," as shown below.

The screenshot shows the Benson Express interface with the 'My Contacts' section selected. A red arrow points to the 'Unsubscriber' option in the 'Predefined filters' dropdown menu. The table below shows a list of contacts with columns for Last Name, Gender, Birthday, Renewal Date, and Company Name. One contact, 'John Doe', is listed with an email address and a status indicating they are an 'Unsubscriber'.

Last Name	Gender	Birthday	Renewal Date	Company Name
John Doe			2019-12-31	Gates Hudson Corporate Vir
			2019-00-05	John Doe Druck GmbH



5. Do they permanently unsubscribe from all future campaigns even if the list is uploaded again?

Yes, once unsubscribed, they will be unsubscribed from all future emails of any campaign type from your property.

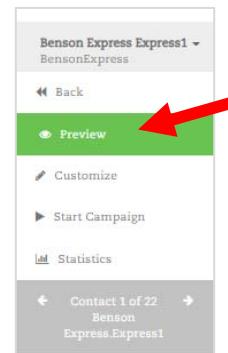
6. Am I able to download the unsubscribe report or any email marketing reports?

No, only on-screen reporting is available. Only grand totals are available at the Master User Dashboard level as well. Refer to the Master User Dashboard section for more details.

7. Where do I customize the subject line? Where do I insert the email body copy?

- a) OPEN YOUR GRAPHIC IN AN EMAIL: Select “Edit Email Copy” in the navigation.
- b) EDIT SUBJECT LINE: The “(click to edit)” field is the subject line. This will also repeat in the body of the email.
- c) EDIT BODY COPY: The body copy can be customized by editing the “Click here to edit ‘emailtext’” field.

To generate a preview, select the “preview” option in the left navigation.



The main area shows an email template editor. At the top, there are tabs: "Design", "Download Single PDF", "Share" (with options for "Facebook" and "E-Mailing"), and "Edit Email Copy" (highlighted with a red arrow). The editor displays a graphic of a living room with a blue sofa and a circular offer for "\$500". Below the graphic, the text "Take a tour with Facebook Live!" is displayed in large, stylized font. At the bottom of the editor, there are two fields: "(click to edit)" and "Click here to edit 'emailtext'" (highlighted with a red arrow). The "emailtext" field contains placeholder text: "Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliqua." At the very bottom, there is an "unsubscribe" link.



8. Once I have prepared by graphic, subject line, and body copy, how do I send?

You can send now by selecting “Start Campaign” or you can pre-schedule for a later date by selecting the calendar selector button labeled “Add new execute date.” To send now, select “Start Campaign,” then select your target audience (including filtering as needed vs. sending to your whole list), then select “Start e-mailing.” You can also send yourself a test email or send to any required approvers in the same menu as well.

Run campaign: TEST

Benson Express Express1 ▾
BensonExpress

Created on: March 30, 2020 9:33 AM. Campaign has not been started yet.

◀ Back
● Preview
✓ Customize
▶ Start Campaign
Statistics

Campaign Contacts Selection

Select target audience:
Select the target audience for this campaign. Once the campaign has been started this selection is locked and can't be changed.

Add domain (www-address)
Your campaign's url is 'dsmx.yourbenson.com/TEST2012'. If you use a printed personalized url you can add other domain names to this campaign.
+ Add domain

Select all (22 contacts)
Use filter Select Filter

E-Mailing

Send E-Mailing
0 Receiver
Send your flyer via e-mail to all selected contacts. Please make sure you send yourself a test e-mail before.

Receiver: 0 Opener: 0
Responder: 0 Failures: 0

Start e-mailing Send me a test e-mail Send to approver

+ Add new execution Date

9. Can you schedule an email campaign for a future date? If yes, how is it scheduled?

Yes, follow the same steps above and select the “Add New Execution Date” box. This will open a calendar selector. There you can select your date and time. Times are in your local time zone.

E-Mailing

Send E-Mailing
0 Receiver
Send your flyer via e-mail to all selected contacts. Please make sure you send yourself a test e-mail before.

Receiver: 0 Opener: 0
Responder: 0 Failures: 0

Start e-mailing Send me a test e-mail Send to approver

16 APR
Add new execution Date

April - 2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2



10. How do I add or import contacts?

Select “My Contacts” then either “Create” to manually add a new contact record OR “Upload” to upload a data spreadsheet from your Property Management Software. Note that header titles should match for each column; if the system cannot import as is, you will be asked to map a column to the appropriate field, or choose “do not import” for that particular column.

The screenshot shows the 'My Contacts' page. At the top, there's a navigation bar with 'Dashboard', 'Direct reports', 'My Contacts' (which has a red arrow pointing to it), 'My Campaigns', and 'Templates'. Below this is a green banner with the text 'You can edit, filter or import contacts.' To the right of the banner are buttons for 'Create', 'Upload', and 'Delete'. A red box highlights the 'Create' and 'Upload' buttons. The main area is a table with columns: Id, LpLogin, E-Mail, First Name, Last Name, and Gender. One row is visible with values: 1, Gates.Gates, LeasingOffice@email.com, Gates, Gates, unknown.

This screenshot shows a 'Create' dialog box. It has fields for 'Source' (Email) and 'Destination' (Email). The 'Source' dropdown lists 'Email', 'Name', 'Last Name', 'Company Name', 'Phone', 'Fax', 'Street', and 'ZipCode'. The 'Destination' dropdown lists 'Do not import', 'Add new column', 'ActionRequired', 'ApartmentHomes', 'bastissd', 'Birthday', 'BookedClasses', 'City', 'color', 'CompanyEmployees', 'CompanyName', 'Country', and 'CreationSource'. A sub-dialog for 'User 1 (D)' shows a list of contacts. The 'Destination' dropdown is set to 'Email' and contains 'yourcontact@email.com'. Buttons for 'Apply' and 'Cancel' are at the bottom.

11. How do I edit an existing contact?

Under “My Contacts” find the record you’d like to update. Then simply double-click the data point you’d like to update, like the email address as an example. Then type to update. The only datapoint you are unable to edit is the “LpLogin” name.

The screenshot shows the 'My Contacts' page with a single record selected. The record for 'Gates.Gates' (Email: LeasingOffice@email.com) is highlighted in blue. The table columns are: Id, LpLogin, E-Mail, First Name, Last Name, Gender, Birthday, RenewalDate, Company Name, Phone, and Fax. The 'E-Mail' column for the selected record shows 'LeasingOffice@email.com'. Below the table, a detailed view of the contact record is shown with fields: Gates.Gates, LeasingOffice@email.com, Gates, Gates, unknown, Gates Hudson Corporate Virginia (VA-41), 555.555.5555, 2016-12-29T10:28:08.547-05:00, 2019-10-25T11:25:12.71-05:00, and 'Leasing Office Name'.



12. How do I remove a contact?

Select the contact by checking the box next to the contact you would like to delete, then select the “Delete” button.

The screenshot shows the 'My Contacts' page. At the top left is the BENSON EXPRESS logo. To its right is the title 'My Contacts'. Below the title is a green header bar with the text 'You can edit, filter or import contacts.' and various navigation buttons: Dashboard, Direct reports, My Contacts (which is highlighted with a red arrow), My Campaigns, and a 'Template' link. On the right side of the header is a search bar with fields for 'Id', 'LpLogin', 'E-Mail', 'First Name', 'Last Name', and 'Gender'. Below the header is a table containing contact information. The first contact in the table has a checked checkbox in the first column. To the right of the table is a red box highlighting the 'Delete' button in the top right corner of the table header.

13. How do I create a filter to easily sort and review data?

Select the “No Filter” option to view a variety of pre-set filters or build your own by selecting the “Manage Filter” option.

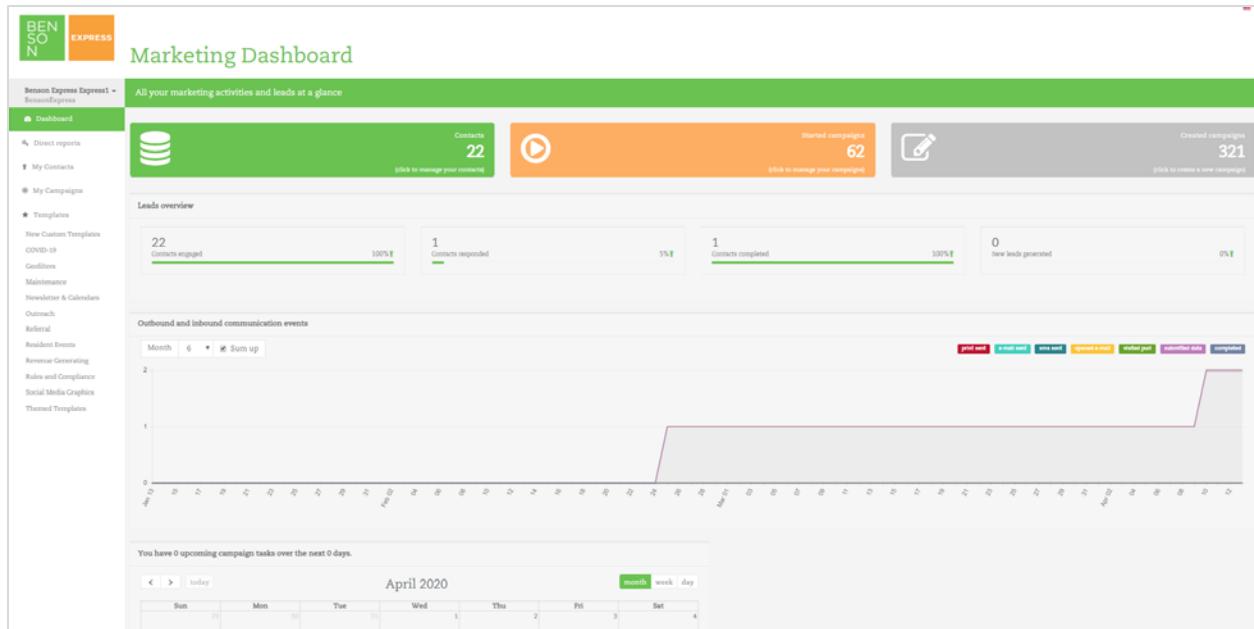
The screenshot shows the 'My Contacts' page with a more detailed sidebar on the left. The sidebar includes links for Dashboard, Direct reports, My Contacts (highlighted with a red arrow), My Campaigns, Templates, New Custom Templates, COVID-19, Geofilters, Maintenance, Newsletter & Calendars, Outreach, Referral, Resident Events, Revenue Generating, Rules and Compliance, Social Media Graphics, and Themed Templates. The main area shows a table of contacts with a 'No filter' dropdown menu open. This menu includes options for 'No filter', 'Predefined filters', 'My filters', 'Imported contacts', and 'Manage filters' (which is highlighted with a red box). The table below shows several contacts with their details like Id, LpLogin, E-Mail, First Name, Last Name, Gender, and Birthday.



- 14. Can you see individual-level detail on data points like open rate or click-through-rate? In other words, can I see if an individual “read” or opened the email?**
No, individual record performance detail is not available, only high-level statistics.

15. What types of analytics and reports are available and how often are they reported?

The Dashboard contains high-level performance stats on contacts, started campaigns, created campaigns, as well as a leads overview which contains contacts engaged, contacts responded, contacts completed, and new leads generated. An outbound and inbound communication event calendar is also available.



SOCIAL FUNCTIONALITY & REPORTING

1. What social sharing options are available?

- Users can post directly via Facebook, which can be integrated for direct upload.
- Or download your image for use on any other social media like Instagram, Twitter, LinkedIn, Pinterest, etc. Direct integration with these sites is currently not allowed per the conditions and restrictions of the various sites.
- If you use a separate social media management platform for posting, simply download PNG or PDF files from Benson Express and upload with your tool of choice.

2. If you have a Facebook Business Page or an assigned “admin” for a Business Page (not a separate email/password), can you still post directly to Facebook?

Yes, you can toggle from your personal account to “Share on a Page You Manage” in the drop-down menu. Or, download the image and upload on Facebook directly. Uploads outside of Benson Express will not include the stats from Benson Express. Be careful to **avoid posting to your personal page** by either logging out first OR selecting the correct sharing option.

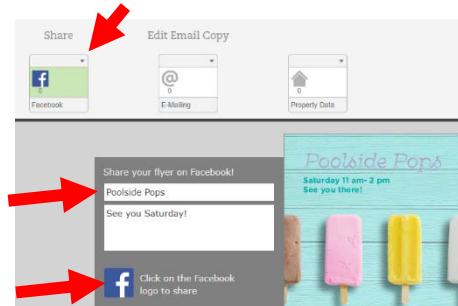


3. My company already uses a third-party program to manage social media posts and analytics. Can I still use Benson Express to create images for those programs?

Yes, absolutely! Most third-party systems for social media management can help with posting syndication, reporting, analytics, but will not help with content or graphic creation. Benson Express is the perfect companion tool for your existing system. If you use a separate social media management platform for posting, simply download PNG or PDF files from Benson Express and upload with your tool of choice. The social media posting category on your Benson Express dashboard can be “hidden” upon request. Additional fees may apply.

4. How do I share on Facebook?

- Select the “Share” category in the menu.
- Insert your Facebook title and body text.
- Click the Facebook logo.
- If you are a page “admin,” toggle your menu to “Share on a page you manage.” If you have direct credentials, post directly to your page. **Be careful to NOT post to your personal page. Then click “Post to Facebook.”**



5. Can Benson Express create video templates for Tik Tok, Instagram, etc?

No, video or animation options are not available.

6. Do the SnapChat filters follow the required rules of SnapChat?

Generally, yes. However, Snapchat reserves the right approve or decline filters at their discretion.

7. Does Benson Express automatically link with all our social media pages?

Facebook can be linked. For other platforms, you can download PNG or PDF files from Benson Express and upload to any channel of your choice (Ex. Instagram, Twitter, Pinterest, Google+, LinkedIn). Currently, due to rules of integration, only Facebook allows direct-post access social via automatic integration with Benson Express.

MASTER USER DASHBOARD

1. What are the benefits of the master user dashboard?

One of the greatest differentiators of Benson Express is that it is a true business-to-business, enterprise solution offering freedom with your approved framework. That framework often requires a corporate-level, master-user dashboard. Benefits of the master user dashboard include:

- **Corporate Transparency & Oversight:** 24/7 performance access to your entire organization.
- **Best Practices & Insights:** Better insights mean better opportunities to scale best practices. Stay connected to what's working and trending across your portfolio.
- **Reporting & Analytics:** On-demand, downloadable reports with customizable parameters.
- **Property Support:** Master users can also support properties by building campaigns on their behalf within their system, perfect for support/traveling roles.
- **Approval & Feedback:** Easily share notes and feedback right on templates so the author can make requested edits to ensure all final pieces are approved.

2. What is pricing and contract terms for the master user dashboard?

The dashboard is available for both the standard and custom version of Benson Express. There is no long-term commitment and users can cancel at any time. Fees are based annually and include up to 10 master users, unlimited reports, plus store integration / single log-on credentials.

Annual Subscription

FEATURE	BENSON EXPRESS	CUSTOM EXPRESS
*Administrative Dashboard	\$1,250 Annually	\$1,250 Annually

*Up to 10 Master Users, Unlimited Reports, Store Integration / Single Sign-On

3. Who should have access to a master user dashboard?

Each client determines who has access and how it is managed. Please contact your corporate team to learn more about your company's specific strategy.

4. How many master users can be assigned to each property? Is there an overall “power” user?

There is a 1:1 ratio for property accounts to master users, meaning each property can only be assigned to one master user (i.e. RM, RVP, Marketing, Sales or a single master user). There is not an overall, global power user that can have access to all content if there are other assigned master users too. As an alternative, the same master user access can be shared by those that need wide views thorough the organization.

MULTIPLE MASTER USERS



SINGLE MASTER USER





5. How do you access the master user dashboard? Can you download custom reports?

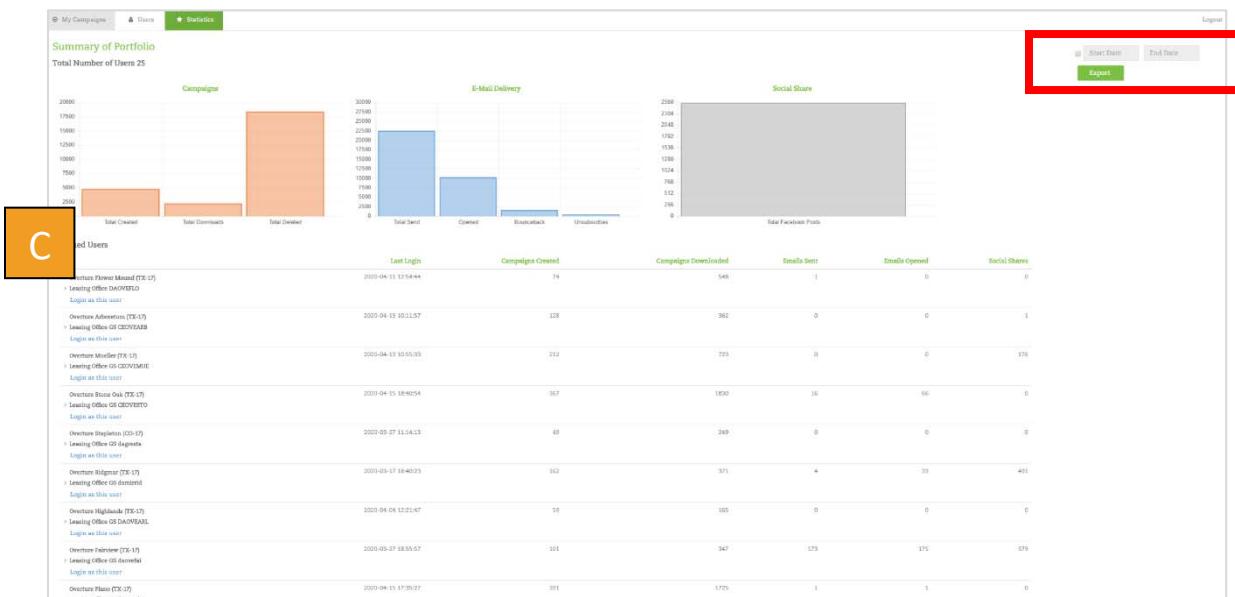
Yes, master users can easily see company-wide performance data (e.g. created campaigns), or drill down to something more specific like performance by individual property for a specific date range. Unlike an individual user dashboard, reports are downloadable into Excel and even include separate tabs per property for easy sharing within your organization.

- Authorized users will have access to an additional navigation menu that a standard property user will not. That menu option is called "Direct Reports."
- Once on the "Direct Reports" page, select "Statistics."
- You can then select a custom date range on the right of the page (start date, end date).
- You can then export the results in an Excel file. Each property is separated within its own tab, which is particularly useful when sharing with local or regional leadership of that asset.

A Screenshot of the master user dashboard. The navigation menu includes "Direct reports" (highlighted with a red box).

B Screenshot of the Statistics page. The "Statistics" tab is highlighted with a red box.

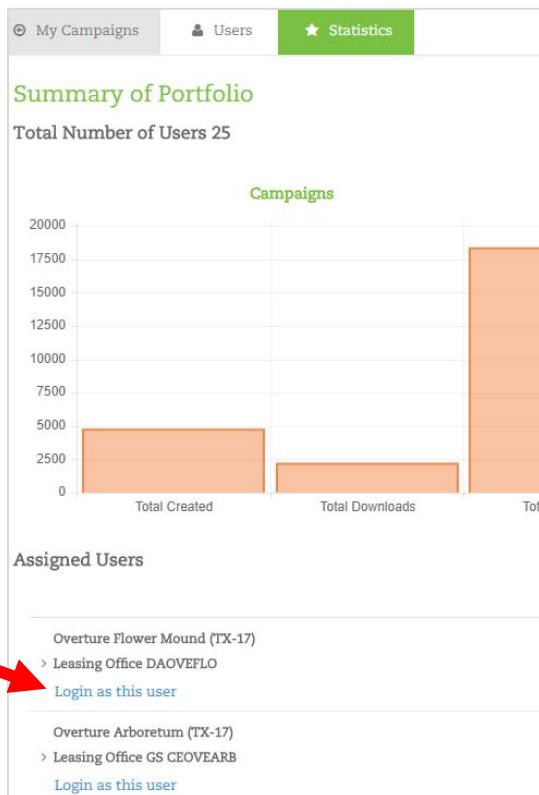
D Screenshot of the export dialog box. It shows "Export finished." and a link to "Click here to download exported file".





6. Can you create a template on a property's behalf if you are a master user? Can you see campaign history at a property-level?

Yes and yes! Both functions are available on the main master user dashboard. Select the blue hyperlink below each property titled “Login as this user.” You will automatically be signed into their account and have full access as if you were the property. You can create campaigns on their behalf or view individual campaigns.





7. As a master user, can you leave notes or instructions to a property author on a template to indicate requested changes or approval?

Yes, master users can leave notes that will appear within the individual user's dashboard.

- Within the master dashboard "Statistics" tab, select the property.
- Then select the template you would like to review.
- In the far right "Notes" column, simply type your notes.
- They will appear in the "My Campaigns" view of the individual user. A great way to request edits, or to create a manually approval process.
- NOTE: There is no alert or notification that occurs when a master user leaves a note. It will however appear with in the campaign view in yellow as shown below.

Master User View

Summary of Portfolio

Total Number of Users 5

Campaigns

Action	Count
Total Created	12
Total Downloads	24
Total Deleted	1

E-Mail Delivery

Action	Count
Total Send	35
Opened	55
Bounceback	5
Unsubscribes	5

Social Share

Action	Count
Total Facebook Posts	24

Assigned Users

User	Last Login	Campaigns Created	Campaigns Downloaded	Emails Sent	Emails Opened	Social Shares
eCom Team Test Account CSS ↳ CSS Test Account Login as this user	2020-04-16 14:06:39	4	0	4	6	6
Benson Demo User 1 (Demo) ↳ Demo User 1 Login as this user	2020-04-20 14:12:21	6	0	26	53	19

Notes

Virtual Tour with Facebook Live! (Created on April 20, 2020 9:15 PM. Last activity on January 1, 2021 12:00 AM.)

April 20-24 Event Calendar (Created on April 7, 2020 9:10 AM. Last activity on April 16, 2020 5:53 PM.)

Resident Event 4/2/2020 (Created on April 2, 2020 12:00 PM.)

Individual User View

My Campaigns

Just click on the campaigns to see analytics and customize them

Search Campaigns Clear Search All campaigns 1 Total Campaigns: 6

Campaign	Responses	Engaged	Responded	Completed
Virtual Tour with Facebook Live! (Created on April 20, 2020 9:15 PM.)	0	1	0	0
April 20-24 Event Calendar (Created on April 7, 2020 9:10 AM. Started on April 7, 2020 9:13 AM.)	12	1	0	0
Social Graphic April 3rd 2020 (Created on April 3, 2020 12:08 PM. Started on April 3, 2020 12:12 PM.)	0	1	0	0

Notes

Add the notes from the Master User here.



ADDITIONAL SUPPORT

Have questions or need additional support?

- Benson Express Resource Center
 - View more support tools in the Benson Express Resource Center, located within your Benson Marketing Store > “Benson Express” category. Resources include step-by-step instructional “How-To Guide” as well as a library of short video tutorials.
- Account Team
 - Still can't find what you need? Contact your Account Team by phone or email and they will be happy to assist.
 - 800-737-4434

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